Kaizen Partnership

Engagement Planning Process

STRATEGIC PLAN

- High level goals and targets
- Evaluation framework established
- "Common- Unity" Statement
- Input from Engagement Needs Analysis

TACTICAL PLAN

- Capacity building (knowledge, skills, attitudes)
- Opportunity creation
- Partner engagement
- Identify Barriers / Challenges and develop ways of overcoming

CHECK LIST:

- Multi-stranded
- Imaginative
- Big WIIFM
- Positive
- Partnership based
- Area/demographic specific

OPERATIONAL PLAN

- Who
- What
- Where
- Why
- When

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